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REPORT NO.

CD NO.

INFORMATION REPORT

COUNTRY Brazil

SUBJECT Status Report Made by the Directors of
A Classe Operaria

DATE DISTR. 10 Mar 1949

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ACQUIRED

25X1A2g

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SUPPLEMENT TO
REPORT NO.

The following report on the status of the Communist Party of Brazil (PCB) newspaper, A Classe Operaria, was prepared by its directors at the request of top PCB leaders.

1. Throughout 1946 and 1947 A Classe Operaria was distributed by Distribuidora Anteu.* Data concerning the destination, manner of distribution, and measure of success of this task is inadequate.
2. The number of unsold copies, both in the Federal District and in the interior, was very large, but it is impossible to ascertain the exact amount.
3. Beginning with issue No. 108 of January 1948, it is possible to give a better account of the distribution as it was in the hands of the newspaper itself. The ensuing months provided experience which resulted in the perfection of control over distribution and the establishment of measures guaranteeing that the correct number of copies needed for actual consumption were sent. Previously, an arbitrary number of copies was sent, and the addressees were forced to accept the newspaper, which did not create a favorable atmosphere for its circulation.
4. The circulation was only 15,280 copies in issue No. 108, but it rose to 40,000 in issue No. 156 and to 49,300 in the special edition of 1 January 1949.
5. From March to December 1946 many idealistic plans were made to increase the circulation systematically, but no regularity or continuity was achieved because of a lack of organization. The year 1946 was one of error and wasted motion, and 1947, despite all its political events,** passed with ^{40,000-49,300} ~~no great increase in~~ circulation. However, work was started to develop a method of decentralizing distribution. One of the practical results of the new method of working is apparent in the increased circulation of A Classe in the interior, the permanent contact with the paper's agents, and the regularization of payments, with the exception of a few agents in the interior.
6. Distribution in the Federal District:

1946 Data lost when Anteu was closed.

1945 Data lost when Anteu was closed.
1947 739,745. During the Fourth Congress of the PCB two issues were made per week, averaging 60,000 copies.

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1948 437,446.

7. The Recife Branch office was established on 30 October 1948 and the following figures on issues of A Classe have been received from it:
- a. Pernambuco Recife - 1970
Interior - 1763
 - b. The following cities were handled by the branch office, starting with issue No. 151:
 - Maceio - 200
 - Joao Pessoa - 500
 - Natal - 300
 - Mossoro - 200
 - c. The following quantities of issue No. 158 were distributed by the branch office:
 - Recife - 4070
 - Interior - 2030
 - Mossoro - 300
 - Natal - 600
 - Joao Pessoa - 800
 - Maceio - 300
8. Copies printed but not sold. Excluding copies which were unsold at the newsstands, the amount is less than ten per cent per issue in the Federal District. During one year of distributing A Classe, the Livraria Itatiaia in Sao Paulo listed 6,000 unsold packets. There were a few other cases, on a much smaller scale. There is no knowledge of other cases in which copies were not sold, but they are possible and natural.
9. Seizures. There have been sporadic cases of seizure from the newsstands in the Federal District, totalling about 15 per cent of its quota. Other cases in Rio Grande do Sul and the interior of Sao Paulo have been heard of, but the exact numbers are unknown. In Paraiba, 800 copies of issue No. 153 were seized.
10. Receipts. Since May 1948, receipts have improved, as shown by the following figures:
- | | | |
|-----------|-----------|-----------|
| May | 16,830.10 | cruzeiros |
| June | 23,620.70 | " |
| July | 29,782.80 | " |
| August | 38,608.20 | " |
| September | 37,683.50 | " |
| October | 38,531.10 | " |
| November | 39,854.80 | " |
| December | 63,107.70 | " |
11. Paper. A Classe has 100 tons of imported paper for 1949, compared to about 50 in 1948. In addition, it has 1,500 kilos of domestic paper. After March 1949, it will be able to publish about 80,000 copies a week, which will allow for an increased circulation.
12. The establishment of a branch office in Recife improves the sales prospects in the State of Pernambuco, which presently has a demand for 5,628 copies. The previous sales there were an occasional 200 to 500 copies weekly. Paraiba, Pernambuco, now receives 1,300 copies, where it formerly received 80 copies by air mail. Increases have also appeared in the states of Sergipe, which formerly

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received 120 copies; Piaui, 50 copies; Para, 145 copies; and Amazonas, 25 copies, which has now been increased to 100 copies. States like these and Ceara were prevented from increasing their quotas by the prohibitive cost of air-delivered copies which would hardly sell at two or two and a half cruzeiros apiece. The circulation in the north will be considerably increased when the branches in Fortaleza and Salvador are opened. Then the price of newspapers per kilo from Fortaleza to Therezina will be 5.20 cruzeiros instead of 13.60, to Paraiba it will be 2.40 cruzeiros instead of 17.70, to Sao Luiz de Maranhao 4.20 cruzeiros instead of 18.20, to Belem 6.00 cruzeiros instead of 14.70, and so forth. The mailing rates from Natal to Mossoro will decrease from 8.00 to 2.00 cruzeiros a kilo, thus enabling A Classe to be sold for .80 cruzeiros, the price of local newspapers.

13. Better distribution and increased circulation of A Classe has already begun to be evident. The decentralization which facilitated the use of many selling agents in the states and in the Federal District, publication on Thursdays, articles written by Party leaders, high-level contacts and discussions of the paper's problems, all contribute to expansion and progressive work.
14. In January 1948, the network of selling agents was weak and the money collected was hardly sufficient for the paper's minimum needs. There was a deep misunderstanding concerning payments and the expedient opinion was that it would be wrong to withhold A Classe for nonpayment because it would deny workers and Communists the means of orienting and educating themselves. With the assistance of the Party, an attempt was made to correct this evil and today most of the agents in the Federal District pay for the paper when they receive it. Few agents in the interior fail to comply with their commitments, with the exception of Distribuidora Unidade, the agent in the State of Rio Grande do Sul. The Livraria Itatiaia, the agent in Sao Paulo, has presented a difficult problem since it has made irregular payments, shown a lack of initiative, a carelessness, and laxness which have caused it to incur a debt of over 20,000 cruzeiros in a short time, in addition to the tens of thousands of cruzeiros owed by Atualidades.*** The opening of the branch in Sao Paulo has already produced results. Even before the branch was opened, it caused Itatiaia to make more of an attempt to retain representation of A Classe by remitting 7,500 cruzeiros in November and 14,875 in December. These sums raised the month's receipts to 60,000 cruzeiros and all the November issues were completely paid for. Business enterprises have not been penetrated nor have the great masses in large cities and rural areas been reached. This is evident in the State of Sao Paulo, comprising 300 municipalities, of which a hundred have barely been reached; of these only 73 are directly served. The city of Sao Paulo, which has 8,000 business enterprises, receives 8,500 copies weekly and has distribution problems.
15. The distribution in the various states has been established as follows:
 - a. Sao Paulo. A Classe reaches 73 municipalities directly, including the capital, which in turn serves Santo Andre and Sao Caetano.
 - b. Minas Gerais. The capital and 19 municipalities are served directly.
 - c. Rio de Janeiro. The capital and 32 municipalities are served directly.
 - d. Goiaz. The capital and 8 municipalities are served directly.
 - e. Matto Grosso. The capital and 3 municipalities are served directly.
 - f. Santa Catarina. The capital and 5 municipalities are served directly.
 - g. Bahia. The capital and 2 municipalities are served directly.
 - h. Piaui. The capital and 2 municipalities are served directly.
 - i. Para. The capital and 2 municipalities are served directly.

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- j. Pernambuco. The capital and 23 municipalities are served directly.
- k. Espirito Santo. The capital and 2 municipalities are served directly. - The other states receive certain quantities to send to the interior, but they have not answered requests for information on the subject.
16. The Distribuidora Unidade has been attempting to solve its difficulties and has distributed 1,500 copies in the capital and the municipalities. Its payments are irregular, but an attempt is being made to improve the situation.
17. The agents in the Federal District increased from 6 to 44 in one year. The number would be better if certain difficulties had not been encountered. The situation will be improved when the agencies for the Northern Zone (of Rio) and Saude are opened because these will serve many sailors who find it difficult to go to Avenida Rio Branco for a copy of the paper. Additional branches will be opened as the need arises.
18. The distribution has improved as is demonstrated by the fact that where it previously took four days, now almost everything is completed by Saturday. The same is true of Sao Paulo.
19. Deficit. A Classe still shows a monthly deficit, but the one for January will be the smallest yet. This is because the special edition on Prestes increased the normal distribution in the Federal District of 40,000 by 49,300 copies. To date, in January, only printing and composition costs have been paid, and no other sum has been requested for A Classe. The deficit might be reduced to 10,000 cruzeiros in February. A Classe has no debts.****
20. A Classe has the following monthly personnel expenditures (in cruzeiros):

Editorial Staff

Editor-in-Chief	2,100.00
Secretary	1,900.00
Sub-secretary	900.00
Proofreader and file clerk	900.00

Administration

Manager	2,000.00
Office worker	1,800.00
Person in charge of circulation and distribution	1,800.00
Assistant and cashier	750.00
Typist	600.00
Person handling subscriptions and newspaper filing	600.00
Office boy	500.00
	8,050.00

In addition to the above personnel, who in the administration seem too numerous and not always efficient, the following help A Classe:

Proofreader	120.00	cruzeiros	per	issue
Bookkeeper	500.00	"	"	"
Circulation inspector, who also wraps bundles	200.00	"	"	"

-) The services have grown so that in addition to publishing, many small publications, voluminous correspondence, control services in the Federal District and in the

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states, bills, etc., must be attended to. More disciplined use of working hours, a greater devotion to the cause, and less emphasis on personal interests and whims would prove to be a better contribution to the work of A Classe.

21. Correspondence. In one year about 1,650 letters were received and answered, and about 400 were written to contact agents.

25X1A6a * Comment. A Classe was handled by Distribuidora Anteu, a periodical distributing house in Rio de Janeiro, until it went out of business and was absorbed by Editorial Vitoria, Ltda.

25X1A6a ** Comment. The principal political event was the closing of the PCB.

25X1A6a *** Comment. Sociedade Comercial Grafica Atualidades, Ltda., is a Communist editorial and distributing house in Sao Paulo.

25X1A6a **** Comment. This does not include money owed to the PCB.

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